Porsche Drive subscription and rental program launches in Montreal

26/05/2022 Exclusive on-demand access to the brand's sports cars offered in Canada's second largest city.

Starting today, Porsche is offering on-demand access to an exclusive selection of its sports cars in Montreal. The Porsche Drive monthly subscription plan provides members access to a Porsche vehicle via an easy-to-use digital platform. The program also proposes daily and weekly on-demand rental service in the greater Montreal area. All services feature delivery and pick-up by a concierge anywhere a customer chooses within a 50-km radius around the city's downtown core.

More than a manufacturer of exclusive sports cars, Porsche is a purveyor of sporty mobility,\" said Marc Ouayoun, President & CEO of Porsche Cars Canada, Ltd. \"With over 450 first deliveries in Canada since the program's inception, Porsche Drive is back in the greater Montreal area, with an extended offering of flexible and convenient alternatives to conventional vehicle ownership.\"

Porsche Drive Montreal offers members access to a fleet of various models from the German sports car

maker – including the 911 and the all-electric Taycan –with added flexibility compared to a traditional lease or purchase. Customers can rent a Porsche from one day to several months.

Porsche Drive Rental
Customers seeking a more short-term commitment, such as weekend getaways, date nights, or vacations, can schedule a daily or weekly rental service, choosing from the Porsche Drive fleet. Rentals allow up to 400 kilometres per day. Daily pricing ranges from $319 for a Macan to $539 for a 911 when selecting a one- to three-day rental period. Opting for a 911 over a rental period of 4 days or more reduces the daily price to $469 plus tax. All operating costs except fuel, charging on Taycan and E-Hybrid models, taxes, as well as fees are included in the program pricing.

Porsche Drive Single-Vehicle Subscription
Offered in Canada since November 2020, the single-vehicle subscription offers members access to a single Porsche model of their choice for one or three months as a starting commitment. Single-vehicle subscription monthly pricing ranges from $2,650 to $4,900 for a 30-day period, depending on the model selected. Insurance, maintenance, and concierge service are included in the monthly fee.

Porsche Drive Multi-Vehicle Subscription
A multi-vehicle subscription plan will also soon be available in Montreal. Formerly Porsche Passport, Porsche Drive launched in Toronto in late 2019 and Vancouver in spring 2021, and a seasonal offer was extended to Kelowna last year. This monthly subscription plan features unlimited swaps from a list of select models from the entire line-up. Vehicles are ordered through an easy-to-use digital platform, then delivered and returned by a concierge anywhere within the servicing area. The multi-vehicle subscription membership will include 718, Macan, Cayenne, Panamera, and the all-electric Taycan in a single monthly payment of $4,500, plus taxes and fees. Also included will be the iconic 911, with the exception of 911 GTS and 911 Targa models, both of which are currently offered exclusively in the single-vehicle subscription.

Dealer Partners Porsche Centre Rive-Sud and Porsche Centre Lauzon
Porsche Centre Rive-Sud and Porsche Centre Lauzon oversee the in-person experience and the Porsche Drive fleet in Montreal, including white-glove vehicle delivery and maintenance. Local health guidelines are observed, thereby ensuring that customer and staff safety remains of the highest priority.

How to sign up and apply
To sign up and to apply for a membership in Montreal, customers need to visit www.PorscheDriveMontreal.ca or contact our bilingual concierges at 1-833-940-2105 or montreal@porschedrive.ca. To find more information about the Porsche Drive program in general, go to the porschedrive.ca website, or contact our digital concierges at 1-888-490-9077 or at info@porschedrive.ca. Porsche Drive requires a one-time activation fee of $750 (waived on a three-month single-vehicle subscription membership), and membership approval is dependent on a background and driver profile check.

About Porsche Cars Canada, Ltd.

Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 60 in sales, aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts Distribution Centre opened its doors in Mississauga to service the countrywide network of 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2021, Porsche delivered 9,141 units in Canada, marking its best-ever sales year.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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